

## AMENDMENTS TO THE CLAIMS

Please amend the claims as follows:

1           1. (Currently amended) A method for customizing website traffic tracking  
2   data comprising the steps of:  
3               inserting embedded tracking code in a web page containing a cus-  
4               tom event to be tracked;  
5               subsequently modifying the ~~embedding~~ embedded tracking code  
6               to track the occurrence of the custom event to be tracked;  
7               and  
8               configuring, via a user interface, a data collection server to receive  
9               the custom event to be tracked.

1           2. (Currently amended) A method for customizing website traffic tracking  
2   data as in claim 1, wherein modifying the embedded tracking code to track the  
3   occurrence of a the custom event further comprises the steps of:  
4               modifying the embedded tracking code to associate a custom  
5               attribute with the custom event.

1           3. (Currently amended) A method for customizing website traffic tracking  
2 data as in claim 2, wherein the custom attribute ~~may be adapted to~~ retain a value  
3 after the custom event has occurred for an indefinite period.

1           4. (Currently amended) A method for customizing website traffic tracking  
2 data as in claim 3, wherein configuring, ~~via a user interface, a~~ the data collection  
3 server to receive the custom attribute ~~associated with an~~ event to be tracked fur-  
4 ther comprises the step of:

5                   assigning an expiration data to the custom attribute associated with  
6                   the custom event.

1           5. (Original) A method for customizing website traffic tracking data as in  
2 claim 3, wherein configuring, via a user interface, a custom attribute associated  
3 with an event to be tracked further comprises the step of:  
4                   assigning version data to the custom attribute.

1           6. (Currently amended) A method for customizing website traffic tracking  
2 data as in claim 2, further comprising the steps of:  
3                   generating a configuration string associated with the custom  
4                   attribute; and,

5 inserting the configuration string in data collection code on a web-  
6 site containing the custom event to be tracked.

1 7 to 16. (Canceled).

1 17. (Currently amended) One or more computer readable storage devices  
2 having computer readable code embodied on said computer readable storage  
3 devices, said computer readable code for programming one or more computers  
4 to perform a method for customizing website traffic tracking data comprising the  
5 steps of:

6 inserting embedded tracking code in a web page containing a cus-  
7 tom event to be tracked;  
8 subsequently modifying the ~~embedding~~ embedded tracking code  
9 to track the occurrence of the custom event to be tracked;  
10 and  
11 configuring, via a user interface, a data collection server to receive  
12 the custom event to be tracked.

1 18. (Original) One or more computer readable storage devices having  
2 computer readable code embodied on said computer readable storage devices,  
3 said computer readable code for programming one or more computers to per-

4 form the method for customizing website traffic tracking data of claim 17, further  
5 comprising the steps of:

6                   modifying the embedded tracking code to associate a custom  
7                   attribute with the custom event.

1           19. (Currently amended) One or more computer readable storage devices  
2   having computer readable code embodied on said computer readable storage  
3   devices, said computer readable code for programming one or more computers  
4   to perform the method for customizing website traffic tracking data of claim 18,  
5   wherein the custom attribute ~~may~~ is adapted to retain a value after the custom  
6   event has occurred ~~for an indefinite period.~~

1           20. (Original) One or more computer readable storage devices having com-  
2   puter readable code embodied on said computer readable storage devices, said com-  
3   puter readable code for programming one or more computers to perform the method  
4   for customizing website traffic tracking data as in claim 18, further comprising the  
5   steps of:

6                   generating a configuration string associated with the custom attribute;  
7                   and,  
8                   inserting the configuration string in data collection code on a website  
9                   containing the event to be tracked.